

selecting one of said plurality in response to said scores.

8. (Amended) A method as in claim 7 further comprising adjusting said selected threshold in response to said comparing.

9. (Amended) A method as in claim 7 further comprising adjusting said selected threshold in response to said individual recipient.

12. (Amended) A method as in claim 7 wherein said selecting is responsive to said selected threshold.

13. (Amended) A method as in claim 1 repeating said further comprising repeating said determining, comparing, and choosing, until a selected condition.

14. (Amended) A method as in claim 13 further comprising adjusting said selected threshold in response to said comparing.

15. (Amended) A method as in claim 13 further comprising adjusting said selected threshold in response to said individual recipient.

18. (Amended) A method as in claim 13 wherein said selected condition is responsive to a number of times said determining is performed.

20. (Amended) A method as in claim 34 further comprising selecting a new pool that differs from said pool.

21. (Amended) A method as in claim 20 wherein said selecting said new pool includes replacing said pool entirely.

23. (Amended) A method as in claim 20 wherein said selecting said new pool are selected based on timing information.

24. (Amended) A system including:

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a score for one of a set of content elements in a pool, said score being responsive to a predicted interest by an individual recipient of said one content element to a recipient;
a result of comparing said score with a selected threshold; and
a communication path disposed for coupling said one content element to said individual recipient, in response to said result of comparing.

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27. (Amended) A system including:
a plurality of scores for content elements in a set of content elements in a pool, said scores being responsive to a predicted interest by an individual recipient of said one content element to a recipient;
a result of comparing said scores with a selected threshold; and
an adjusted threshold, said adjusted threshold being in response to said result for comparing;
a communication path disposed for coupling said one content element to said individual recipient, in response to said result of comparing; and
a selected one of said content elements, said selected one being in response to said scores and said adjusted threshold.

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29. (Amended) A system including:
a plurality of scores for content elements in a set of content elements in a pool, said scores being responsive to a predicted interest by an individual recipient of said one content element to a recipient;
a result of comparing said scores with a selected threshold; and
an adjusted threshold, said adjusted threshold being in response to said result for comparing;
an adjusted threshold, said adjusted threshold being in response to said result for comparing;
a corresponding set of results of comparing said plurality of scores with said adjusted threshold;

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a communication path disposed for coupling said one content element to said individual recipient, in response to said result of comparing; and

a selected one of said content elements, said selected one being responsive to said set of results of comparing.

30. (Amended) A system as in claim 35 including a new pool that differs from said pool.

31. (Amended) A system in claim 30 wherein said new pool is in response to replacing said pool entirely.

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33. (Amended) A method as in claim 20 wherein content elements in said new pool are selected based on timing information.

Please add claims 34-92.

--34. A method as in claim 1 further comprising:

selecting a pool of content elements from said set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

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35. A method as in claim 24 further comprising a pool of content elements selected from said set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

36. A system including:

means for determining a score for one of a set of said content elements in a pool, said score being responsive to a predicted interest in said one content element by an individual recipient;

means for comparing said score with a selected threshold; and

means for choosing whether to distribute said one content element to said individual recipient, in response to said comparing.

37. A system as in claim 36 further comprising means for adjusting said selected threshold in response to comparing.

38. A system as in claim 36 further comprising means for adjusting said selected threshold in response to said individual recipient.

39. A system as in claim 36 wherein a number of said individual recipients is substantially greater than a number of content elements in said pool.

40. A system as in claim 36 further comprising:
means for repeating said determining and comparing, for a plurality of content elements in said pool; and
means for selecting one of said plurality in response to said scores.

41. A system as in claim 40 further comprising means for adjusting said selected threshold in response to said comparing.

42. A system as in claim 40 further comprising means for adjusting said selected threshold in response to said individual recipient.

43. A system as in claim 40 wherein said means for selecting selects responsive to said selected threshold.

44. A system as in claim 36 further comprising means for repeating said determining, comparing, and choosing, until a selected condition.

45. A system as in claim 44 further comprising means for adjusting said selected threshold in response to said comparing.

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46. A system as in claim 44 further comprising means for adjusting said selected threshold in response to said individual recipient.

47. A system as in claim 44 wherein said selected condition is responsive to a number of times said determining is performed.

48. A system as in claim 44 wherein said selected condition is that at least one content element in said pool is chosen for distribution.

49. A system as in claim 36 further comprising means for selecting a pool of content elements from said set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

50. A system as in claim 49 further comprises means for selecting a new said pool that differs from said pool that differs from said pool. ?

51. A system as in claim 50 wherein said means for selecting said new pool includes means for replacing said pool entirely.

52. A system as in claim 50 wherein said means for selecting said new pool includes:
means for selecting an individual content element for addition to said pool; and
means for selecting an individual content element for removal from said pool.

53. A system as in claim 50 wherein said means for selecting said new pool include means for selected based on timing information.

54. A computer program comprising:
a scoring code segment structured and arranged to determine a score for one of a set of content elements in a pool, a score being responsive to a predicted interest in said one content element an individual recipient;

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a comparing code segment structured and arranged to compare said score with a selected threshold; and

a decision code segment structured and arranged to choose whether to distribute said one content element to said individual recipient, in response to said comparing.

55. A computer program as in claim 54 further comprising an adjusting code segment structured and arranged to adjust said selected threshold in response to comparing.

56. A computer program as in claim 54 further comprising an adjusting code segment structured and arranged to adjust said selected threshold in response to said individual recipient.

57. A computer program as in claim 54 wherein a number of said individual recipients is substantially greater than a number of content elements in said pool.

58. A computer program as in claim 54 further comprising:
a repeating code segment structured and arranged to repeat said determining and comparing, for a plurality of content elements in said pool; and
a selecting code segment structured and arranged to select one of said plurality in response to said scores.

59. A computer program as in claim 58 further comprising an adjusting code segment structured and arranged to adjust said selected threshold in response to said comparing.

60. A computer program as in claim 58 further comprising an adjusting code segment structured and arranged to adjust said selected threshold in response to said individual recipient.

61. A computer program as in claim 58 wherein said selecting code segment selects responsive to said selected threshold.

62. A computer program as in claim 54 further comprising a repeating code segment structured and arranged to repeat said determining, comparing, and choosing, until a selected condition.

63. A computer program as in claim 62 further comprising an adjusting code segment structured and arranged to adjust said selected threshold in response to said comparing.

64. A computer program as in claim 62 further comprising an adjusting code segment structured and arranged to adjust said selected threshold in response to said individual recipient.

65. A computer program as in claim 62 wherein said selected condition selects responsive to a number of times said determining is performed.

66. A computer program as in claim 62 wherein said selected condition is that at least one content element in said pool is chosen for distribution.

67. A computer program as in claim 54 further comprising a selecting code segment structured and arranged to select a pool of content elements from said set of control elements, said pool having a plurality of content elements, but less than all of said set of content elements.

68. A computer program as in claim 67 further comprising a second selecting code segment structured and arranged to select a new said pool that differs from said pool.

69. A computer program as in claim 68 wherein said second selecting code segment includes a code segment for replacing the said pool entirely.

70. A computer program as in claim 67 wherein said second selecting code segment is structured and arranged to:

select an individual content element for addition to said pool; and
select an individual content element for removal from said pool.

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71. A computer program as in claim 68 wherein said selecting code segment is selected based on timing information.

72. A method comprising:

determining a score for more than one of several different content elements in a pool of content elements, said scores being responsive to a predicted interest in said different content elements by an individual recipient;

comparing said scores with a selected threshold;

noting a plurality of content elements in said pool, each having an associated score, in response to said comparing; \

selecting one of said plurality in response to said scores; and

choosing whether to distribute at least one of said one content elements to said individual recipient, in response to said comparing.

73. The method of claim 72 further comprising adjusting said selected threshold in response to said comparing.

74. The method of claim 72 further comprising selecting said pool of content elements from a set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

75. A method as in claim 72 further comprising repeating said determining and comparing, for a plurality of content elements in said pool.

76. The method of claim 75 further comprising:

adjusting said selected threshold in response to said comparing; and

noting a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

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77. A method as in claim 75 further comprising repeating said choosing until a selected condition is satisfied.

78. The method of claim 77 further comprising:
adjusting said selected threshold in response to said comparing; and
noting a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

79. A system comprising:
means for determining a score for more than one of several different content elements in a pool of content elements, said scores being responsive to a predicted interest in said different content element by an individual recipient;
means for comparing said scores with a selected threshold;
means for noting a plurality of content elements in said pool, each having an associated score, in response to said comparing;
means for selecting one of said plurality in response to said scores; and
means for choosing whether to distribute at least one of said content elements to said individual recipient, in response to said comparing.

80. The system of claim 79 further comprising means for adjusting said selected threshold in response to said comparing.

81. The system of claim 79 further comprising means for selecting said pool of content elements from a set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

82. A system as in claim 79 further comprising means for repeating said determining and comparing, for a plurality of content elements in said pool.

83. The system of claim 82 further comprising:

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means for adjusting said selected threshold in response to said comparing; and
means for noting a plurality of content elements in said pool, each having an
associated score, in response to said adjusting.

84. A system as in claim 82 further comprising means for repeating said choosing until a
selected condition is satisfied.

85. The system of claim 84 further comprising:
means for adjusting said selected threshold in response to said comparing; and
means for noting a plurality of content elements in said pool, each having an associated
score, in response to said adjusting.

86. A computer program for choosing whether to distribute one content element, the
computer program being stored on a computer readable medium and comprising:
a scoring code segment structured and arranged to determine a score for more than one of
several different content elements in a pool of content elements, said scores being responsive to a
predicted interest in said different content elements by an individual recipient;
a comparing code segment structured and arranged to compare said scores with a selected
threshold;
a noting code segment structured and arranged to note a plurality of content elements in
said pool, each having an associated score, in response to said comparing;
a selecting code segment structured and arranged to selecting one of said plurality in
response to said scores; and
a decision code segment structured and arranged to choose whether to distribute at least
one of said content elements to said individual recipient, in response to said comparing.

87. The computer program of claim 86 further comprising an adjusting code segment
structured and arranged to adjust said selected threshold in response to said comparing.

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88. The computer program of claim 86 further comprising means for selecting said pool of content elements from a set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

89. The computer program as in claim 86 further comprising a repeating code segment structured and arranged to repeat said determining and comparing, for a plurality of content elements in said pool.

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90. The computer program of claim 89 further comprising:
an adjusting code segment structured and arranged to adjust said selected threshold in response to said comparing; and
a noting code segment structured and arranged to note a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

91. The computer program of claim 89 further comprising a repeating code segment structured and arranged to repeat said choosing until a selected condition is satisfied.

92. The system of claim 91 further comprising:
an adjusting code segment structured and arranged to adjust said selected threshold in response to said comparing; and
a noting code segment structured and arranged to note a plurality of content elements in said pool, each having an associated score, in response to said adjusting.